CLAIMS

1.   A method for enabling a consumer to access the Internet using a television having at least one television tuner, comprising:

configuring the television to have plural television channels and at least one virtual channel, the virtual channel representing a Web page; and

periodically sending updates to the Web page to the television, such that the virtual channel is periodically updated thereby.

2.   The method of Claim 1, wherein content of the virtual channel is stored in memory within the television.

3.   The method of Claim 1, wherein content of the virtual channel is stored in memory remote from the television.

4.   The method of Claim 1, wherein the updates are sent via a DSL.

5.   The method of Claim 1, wherein the updates are sent via a cable modem line.

6.   The method of Claim 1, wherein the updates are sent via at least one vertical blanking interval (VBI) of a television signal.

7.   The method of Claim 1, further comprising:

receiving consumer input via a conventional television control device;

using the input, establishing a consumer profile; and

using the consumer profile, establishing at least one virtual channel or updating at least one virtual channel on the television.

8.   The method of Claim 7, wherein the input is received and stored in memory inside the television at a first time, and then transmitted to a site remote from the television at a second time.

9.   The method of Claim 1, wherein the act of sending updates includes:

sending information pertaining to at least one update to the television; and

at the television, using the information to determine whether to download the update to the television.

10.   A method for presenting television signals and Web pages on a single interactive television (ITV), comprising:

detecting television signals at a television tuner supported on the ITV;

in response to a user channel selection, presenting a television channel or a Web page on the ITV, the Web page being associated with a virtual channel; and

updating or changing the Web page associated with the virtual channel, such that a first version of the Web page is displayed via the virtual channel at a first time, and a second version of the Web page is displayed via the virtual channel at a second time.

11.   The method of Claim 10, wherein content of the virtual channel is stored in memory within the ITV.

12.   The method of Claim 10, wherein content of the virtual channel is stored in memory remote from the ITV.

13. The method of Claim 10, wherein updates to the Web page are sent via a DSL.

14. The method of Claim 10, wherein updates to the Web page are sent via a cable modem line.

15. The method of Claim 10, wherein updates to the Web page are sent via at least one vertical blanking interval (VBI) of a television signal.

16. The method of Claim 10, further comprising:

receiving consumer input via a conventional television control device;

using the input, establishing a consumer profile; and

using the consumer profile, establishing at least one virtual channel or updating at least one virtual channel on the ITV.

17. The method of Claim 16, wherein the input is received and stored in memory inside the ITV at a first time, and then transmitted to a site remote from the ITV at a second time.

18. The method of Claim 10, wherein the act of updating or changing includes:

sending information pertaining to at least one update to the ITV; and

at the ITV, using the information to determine whether to download the update to the ITV.

19. A method for presenting TV channels and Web pages establishing virtual channels on an interactive TV (ITV), comprising:

receiving consumer input via a conventional TV control device;

establishing at least one virtual channel based at least in part on the consumer input; and

displaying either a TV channel or a virtual channel based on a user channel selection.

20. The method of Claim 19, further comprising:

updating or changing the Web page associated with the virtual channel, such that a first version of the Web page is displayed via the virtual channel at a first time, and a second version of the Web page is displayed via the virtual channel at a second time.

21. The method of Claim 19, wherein content of the virtual channel is stored in memory within the ITV.

22. The method of Claim 19, wherein content of the virtual channel is stored in memory remote from the ITV.

23. The method of Claim 19, wherein updates to the Web page are sent via a DSL, or via a cable modem line, or via a wireless path, or via at least one vertical blanking interval (VBI) of a television signal.

24. The method of Claim 19, further comprising:

using the consumer input, establishing a consumer profile; and

using the consumer profile, establishing at least one virtual channel or updating at least one virtual channel on the ITV.

25. The method of Claim 24, wherein the input is received and stored in memory inside the ITV at a first time, and then transmitted to a site remote from the ITV at a second time.

26.   The method of Claim 19, wherein the act of updating or changing includes:

sending information pertaining to at least one update to the ITV; and

at the ITV, using the information to determine whether to download the update to the ITV.

27.   A method for presenting TV channels and Web pages establishing virtual channels on an interactive TV (ITV), comprising:

receiving consumer data;

establishing at least one virtual channel based at least in part on the consumer data; and

displaying either a TV channel or a virtual channel based on a consumer channel selection.

28.   The method of Claim 27, further comprising:

updating or changing the Web page associated with the virtual channel, such that a first version of the Web page is displayed via the virtual channel at a first time, and a second version of the Web page is displayed via the virtual channel at a second time.

29.   The method of Claim 27, wherein content of the virtual channel is stored in memory within the ITV.

30.   The method of Claim 27, wherein content of the virtual channel is stored in memory remote from the ITV.

31.   The method of Claim 27, wherein updates to the Web page are sent via a DSL, or via a cable modem line, or via a wireless path, or via at least one vertical blanking interval (VBI) of a television signal.

32.   The method of Claim 27, further comprising:

using consumer input, establishing a consumer profile; and

using the consumer profile, establishing at least one virtual channel or updating at least one virtual channel on the ITV.

33.   The method of Claim 32, wherein the input is received and stored in memory inside the ITV at a first time, and then transmitted to a site remote from the ITV at a second time.

34.   The method of Claim 27, wherein the act of updating or changing includes:

sending information pertaining to at least one update to the ITV; and

at the ITV, using the information to determine whether to download the update to the ITV.

35.   The method of Claim 7, wherein the consumer input is received in response to a prompt displayed on the ITV in a TV channel or virtual channel thereof.

36.   The method of Claim 16, wherein the consumer input is received in response to a prompt displayed on the ITV in a TV channel or virtual channel thereof.

37.   The method of Claim 19, wherein the consumer input is received in response to a prompt displayed on the ITV in a TV channel or virtual channel thereof.

38.   The method of Claim 32, wherein the consumer input is received in response to a prompt displayed on the ITV in a TV channel or virtual channel thereof.

39.   The method of Claim 1, wherein updates are sent via a wireless path.

40.   The method of Claim 10, wherein updates are sent via a wireless path.